

# C.O.C.A. TIMES

COIN OPERATED COLLECTOR'S ASSOCIATION

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SEPTEMBER 2008  
CONVENTION

NEW YORK CITY





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# C.O.C.A. TIMES

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## Message from Our President...

What is the most frequently asked question I receive from fellow COCA members? If you guessed "When are we going to Jasper's?" You're right! Our next visit will be on Friday April 3, 2009 in conjunction with the Chicagoland show. We will once again return to The Sanfilippo 'Victorian Palace', known worldwide for its magnificent collections of arcade and gambling machines, music machines, and the world's largest theatre pipe organ. We will also tour the fabulous Eden Palais Carousel building. Check out the insert in this magazine for full details and sign up information or at our website (coinopclub.org).

Our annual convention will be held in San Francisco on July 17-19. The convention is limited to the first 80 people that sign up. The hotel cost is only \$90 per room per night. Registration fees are \$140 per person. For more details call Bill Howard at 330-376-3607 (day) or 330-864-0844 (eve).

There will be local gatherings in Wisconsin, Ohio and North Carolina during 2009. These gatherings are open to all members and their guests. Please contact the host listed in the coin op calendar to RSVP as space may be limited. If there is no local gathering near you please contact me at 919-304-4455.

Bill Petrochuk  
COCA President



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**DEADLINE FOR NEXT ISSUE:**  
**MAY 8, 2009**



# SEPTEMBER 2008 CONVENTION

## NEW YORK

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*by Sandy Lechtick*

Hats off to all the New Yorkers who made the C.O.C.A. trip so memorable. Ken Rubin and Eddie Mazolla planned this better than Ken's blitzkrieg buying spree at the Smith Auction in 1994. In fact, these two just about had all the traffic lights synchronized to perfection. Thanks to two more "old-timers," Mel Getlan and Bob Pellegrini for their participation as well. Interestingly, not one reproduction machine could be found all weekend.

I must say that Ken and Eddie really knocked themselves out. The venues were terrific and everything flowed nicely, no minor feat in hustle bustle New York City. Busses were on time; the Belvedere Hotel was within financial reach, and under normal circumstances, could have been a lot more expensive. The restaurants that accommodated the 65 C.O.C.A. members and their significant others were quite enjoyable. In fact, I don't think I've ever eaten so much great food in four days time. Serving after serving after serving – there was no end in sight. I couldn't figure out if New York restaurants simply keep the plates going or – if Ken and Eddie picked places that could feed half of Manhattan.

Kenny, author of Drop Coin Here and clearly one of coin-op's most knowledgeable connoisseurs displayed his awesome collection of over 240 machines. Rare arcade machines included Lung Testers, such as the Mills Hats Off, Lion, and Balloon, the Caille Rubber Neck, The Beverly Strength Tester, famous Coochie Coochie Automaton, and the super rare Mills Sibille Fortune Teller- his latest arcade addition. Also on display were a Double Oak Violano and coin-op music boxes, Caille Roulette and Eclipse Upright, plus 162 of the finest Vending Machines of all kinds, including over two dozen cigar venders.

The overall presentation was superb. The manner in which he displayed his collection – all the machines plus carousel ornaments, chewing gum advertising, circus and amusement posters, and stained glass, demonstrated his appreciation for style, presentation, "grouping,"

and contrast. It is obvious that in a land of inches, he has put a lot of thought into what goes where and why, with an appreciation of historical significance.

Ken's fiancée Kathryn (or by this printing, his wife) was one hell of a tour guide as she gave a casual five-block walk to the waterfront and its panoramic view of the harbor. She described the underground tunnels used by thousands of Jehovah's Witnesses, the history of Brooklyn Heights, the first suburb in the country, and its brownstones. Methinks Kathryn may have missed her calling!

Although Eddie's house was under construction, with his anxiety level higher than his three-story roof, he too amazingly pulled off an outstanding display of great machines. In fact, it was only a few days before the showing that he had taken his machines out of eight-year storage, which he started collecting 14 years ago. He had almost forgotten some of the cool machines he had squirreled away. He had an excellent display including a nice Cleveland Grandma, Regina Hexaphone, Seeburg Shoot the Nazi Rat Rifle game, a beautiful Mills Punching bag and Quartoscope, Cail-o-Scope, Seeburg KT, Symphonium Music Box, Chester Pollard Football and Golf, Mills Panorama, Madame Zita, Cleveland Grandma, Cupid Post Office, 1937 World Series, Evans Ten Strike, and a Paces Races.

And what's amazing is that both those guys had catered breakfasts for one group, and then hired different caterers who proceeded to host lunch for the next round of C.O.C.A. members. With so many great lunches, breakfasts and dinners – few left New York hungry.

Bob Pelligrini, who moved part of his collection from Long Island to Brooklyn, had a terrific display of coin-op machines, automatons and toys. My wife Sumi really liked his early 1890s working models, a Columbia Steamboat, which also had music, and a Smith Locomotive. Bob had a very cool looking trio of English floor model cast-iron arcade machines, a great looking Cupid's Post Office, Donkey in the Gold Mine Fortune



Teller, and a very nice looking Cleveland Grandma. Also squeezed in was a Headless Magician automaton, various beautiful cast iron gambling machines, a Mills Roulette, and a Mills Cricket. His beautiful vending machines rounded out the exhibit.

Mel Getlan, who has been collecting for 30+ years and his lovely wife Anne opened their home to their large eclectic collection of rare arcade, gambling, and vending machines, including a mint condition Cleveland Grandma, Caille Postcard Vender, and many more. His wonderful collection of gambling machines includes many rare cast iron payout and trade stimulators. The total quantity and quality is awesome. Also on display is a Seebeurg G orchestrion, and a marvelous 1904 St. Louis World Fair collection. Anne displays her exceptional advertising die-cut collection as well.

*The bus tour of the Morris Museum in Morristown, N.J. was an exciting bonus.*

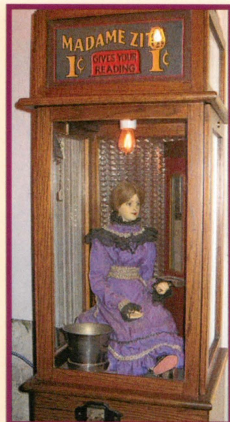
Mr. Guinness, who inherited a fortune from the Guinness Beer Company, had a number of extremely rare musical instruments and clockwork mechanism automaton's. We were guided by professional staff through the exhibit and had additional time on our own to explore. We enjoyed a Mexican food lunch that was wonderful. The museum, talk about an unusual assortment of stuff, featured huge rooms filled with art, prehistoric rocks, wild life and stuffed animals. One room had its walls covered with Black memorabilia, six-foot posters depicting boxers, sport hero actors, and advertising.

The trip to the Empire State Building and viewing New York on September 11th, albeit seven years after 2001, was poignant – especially as we gazed upon the area where the World Trade Center once was.

Many of us went to a Broadway show – Gypsy – a very well made musical of stripper Gypsy Rose Lee. It was polished and had strong performances. While the seats were small and this closetogether, we managed to sit through the musical and not pass too much gas – if you know what I mean. It's truly unbelievable how many Broadway shows there are in New York City.

The World Yacht Cruise boat ride from 42nd Street on the Hudson River around lower Manhattan and back was the icing on the top of a great weekend. The view of Manhattan and the Brooklyn Bridge was spectacular, the dinner, desserts overwhelming, and the dance floor crowded. There is nothing like watching a band of semi-drunk coin-op Fred Astaire's and Ginger Rogers shaking their shoes on the dance floor. It will be hard to be completely serious with some of them in future transactions. Near the end of the cruise, we came up close to The Statue of Liberty, which made all our eyes tear.

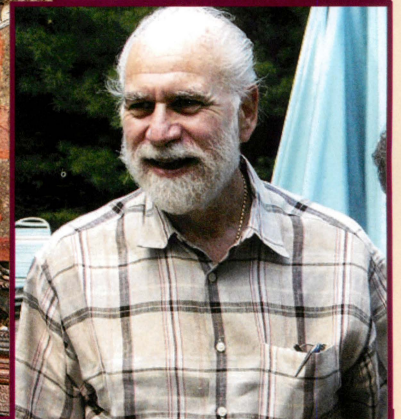
All in all, the New Yorkers did a superb job in a city where the margin of error is so very tight. It would be hard to imagine a New York C.O.C.A. adventure in the land of the Big Apple that could have gone any smoother. Congrats to Eddie, Ken, Kathryn, Bob, Mel, Anne and everyone else who made this trip quite memorable.



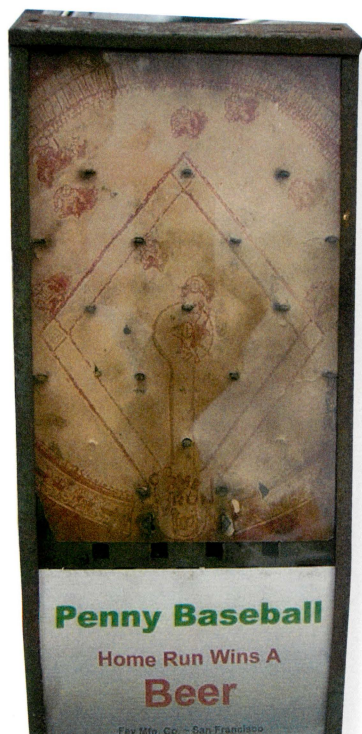












# Fey Homer Wins a Beer

by Bill Howard

The only known example of this penny drop baseball game came to me at the Fall, 2008, Chicagoland Show via the parking lot early Friday morning thanks to the watchful eye of friend, Tom Gustwiller, who always looks after his friend, Willie the Crumb. He spotted it and thought I might be interested as a collector of coin-operated baseball games. He steered me to dealer-collector Ed Smith of Pecatonica, ILL. who obtained the machine about twenty five years ago from friend Johnny Frantz of target game fame. Frantz had acquired the machine from Tom Watling or Walt Tratsch, who obtained it from old friend, Charlie Fey. It seems that these old pioneers had discussed revamping Fey's machine, but had never got it done. See Slot Machines, by Marshall Fey (Sixth Edition) on page 83.

With this background, Ed acquired the machine with no award paper for the bottom, but with the baseball background fully intact, though somewhat faded. Enter historian Dick Beuschel, who showed Ed an old picture with the Fey baseball machine in it. From this picture, Ed was able to recreate the bottom award card.

Happy as a clam, I struck a deal with Ed and carried the machine to my car, after having it photographed for a C.O.C.A. article.

The machine has all the earmarks of an early Fey machine. Simple and basic, with sheet steel that pre-dates the age of the aluminum stimulators. What is wonderful about this baseball gem is the background of the pin play field. The style of uniform, as well as the type of play field and the umpire behind the pitcher is terrific. Two kids climb the top of the fence for a free look, while a policeman looking like a Keystone Cop chases a stray dog out of left field with a billy club. Because of these graphics, baseball game historian Dr. Mark Cooper dates this machine between 1910 and 1920. Ed was advised from Johnny Frantz that it circulated before the end of WWI.

I would like to hear from anyone having knowledge of this machine. And, thanks to Tom Gustwiller, crumbs can still drop in the Chicagoland parking lot.



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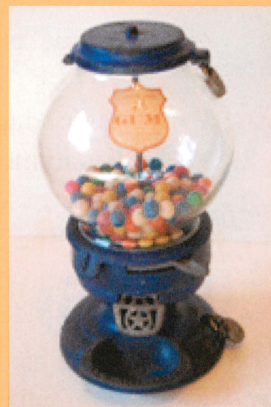
# *Recession got you down?*

**Are you feeling picked on?**

**Think life's not fair?**

**Maybe I can fix things for you.**

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***Buying one machine - or a collection***



# Schlock and Awwwww..... Part II

by John Peterson

For a quick review, Part I in this series was my most recent adventure into ignorance and redemption by way of Ebay. I purchased a homemade dicer from a Canadian seller, the machine pictured here in this photo. Although the machine was advertised as operational, it was not. Despite my best efforts, I could not get the game to operate correctly. I purchased the machine on Ebay for \$40.99 and I sold it on Ebay for \$101.99, undoubtedly leaving you with the impression that I am one shrewd operator. That impression is false as you are about to discover. The better title for this series would have been: "Are you smarter than a little Canadian wood dicer?.....NO. But that really doesn't matter." Here is the rest of the story.

No sooner had I listed the dicer for sale on Ebay when I received the following email:

*Dear bigbritpenny,*

*Hi, my name is Jimmy-Jimmy and I'm a big fan of yours. I believe you are none other than Mr. John T. Peterson. I love reading your stories.*

*The cute little dice machine that you have up for auction was purchased by me back on March 21st 2007 from ebay seller "Blank – Blank - Blank". I paid them \$89.00 including shipping. Unfortunately they never shipped the item and said it could not get past customs from Canada. I was told that they would describe it as something else but by then it was too late to take any action with ebay. I'm not sure why I'm telling you all of this or what I hope to get out of it, but it just never sat right with me. Thanks for your time and hearing me out.*

*Jimmy-Jimmy*

*P.S. I hope it's not considered stolen merchandise.*



(Just to reassure you, I have substituted "Jimmy-Jimmy" for the writer's real name. And the name "bigbritpenny" is my "screen name" on Ebay.)

Goodness! Upon reading the email, three possibilities immediately jumped out at me:

- 1) The Nigerians have elevated their game and I am about to loose my life savings;
- 2) I have inadvertently stumbled into an international criminal ring specializing in importing illegal gambling equipment into the United States from Canada and I will be spending my golden years in lock-down at some max security prison; or
- 3) This is going to make a great article for "COCA Times."

Ever the eternal optimist, I surged forward with the belief that the writer was telling me the truth and option #3 was in play. Let's face it; how many criminals are going to waste their time reading my articles?



I put on my detective hat and began tracking down Jimmy-Jimmy. I do not use my real name on Ebay. The fact that this person correctly identified me strongly suggested that he was telling the truth when he said he had read my stories. "COCA Times" is the only forum here in the United States where I am published so it was simple logic to pull out my latest copy of our member directory and look through it. Alas, no Jimmy-Jimmy. Unwilling to admit defeat so easily, I pulled out all my copies of the previous directories (and I keep them all, starting from November, 2001.) and Bingo! I find Jimmy-Jimmy.

I immediately called him. As each of you know, there is nothing more fun than talking with another coin-op collector. J-J and I had a great conversation about this machine as well as others. I could tell he was an honest guy who had gotten pinched by an unscrupulous seller, the same seller who later sold me this dicer I now had up for sale. What to do?

The first issue was the question of ownership. Did I legally own this game or was I about to pass on "stolen merchandise" as Jimmy-Jimmy had rightly questioned? I knew the answer to this one. During my misspent youth, between my flying for the Navy and then a major US airline, I went to law school. I even graduated. From that experience, I knew that if one was a "bona fide purchaser," meaning one who had no knowledge of a prior fraud, such BFP would receive good title to merchandise acquired as I did through Ebay. So the answer was "yes;" I owned the dicer and could legally sell it. Jimmy-Jimmy still had legal recourse against the Canadians for their breach of contract for refusing to perform on the earlier Ebay sale but such breach did not invalidate my subsequent purchase of the same item.

So much for the legal mumbo-jumbo. As you and I know, the cost to Jimmy-Jimmy to pursue his complaint against the original seller far outweighed the amount of money involved. In layman's terms, J-J got screwed. That did not sit well with me. Even though I had full legal title to this game, it had acquired a taint. And there was something I could do about it. I proposed and Jimmy-Jimmy accepted that he and I would be partners in the sale of this game. Once all costs were subtracted, he and I would split equally the profit from this little machine. And we did. The gross profit on the game turned out to be \$61.00. That figure was significantly reduced after all shipping costs and Ebay

fees were subtracted. The net profit from the sale was \$21.08, \$10.54 apiece. I think we all can agree, not much money for the effort. The real value here was a new friend.

I'm a brain surgeon? Hardly. But I like to think I can operate on affairs of the heart from time to time. If we all act toward each other in the manner we would like to be treated in return, this hobby will flourish. Don't hoard your expertise, share it. None of us will be leaving this world taking our collections with us. We are custodians of a unique slice of the past for the benefit of future generations. Be kind and generous with your talents. The return to you will be surprising,

I promise.

## POSTSCRIPT

I may or may not have learned my lesson.  
In either case, we'll return to my first love,  
British coin-op in my next article.  
In the meantime, if you have a little  
Canadian dicer that does not operate as it  
should, please do not call me at  
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I'm tied up in surgery.



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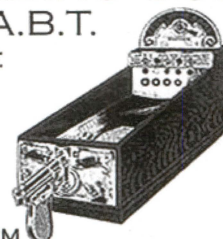
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# Consignments Wanted

## For Our Spring 2009 Toy, Doll and Advertising Auction

Quality and condition met with great enthusiasm from bidders at our Fall 2008 Toy, Doll, Advertising and Coin-Op Auction. The final gross was over **\$950,000**, approximately 50% over a pre-auction estimate of items sold of approximately \$637,000. We are now accepting consignments for our Spring 2009 Auction. Despite feelings of economic uncertainty, the auction market for quality antiques remains vibrant and strong. With 40 years in the business, Julia's offers tremendous expertise, a remarkable reputation for honest and fair dealing, and the most competitive commission rates in the industry. No one will get you a greater net return for your valuable items. Below is a selection of highlights from the past year. Whether you have one item or an entire collection, please contact us today for a free, no-obligation consultation.



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Automaton  
**SOLD \$23,000**



Lukat Gambling  
Machine  
**SOLD \$22,425**



1937 Rockola Baseball  
Game  
**SOLD \$44,400**



Mills Baseball  
Slot  
**SOLD \$9,200**



Caille New Century Upright  
Slot  
**SOLD \$40,250**



Caille Uncle Sam  
Strength Tester  
**SOLD \$25,875**



Caille A.C. Multi Bell  
**SOLD \$6,325**



Fey Ace Trade  
Stimulator  
**SOLD \$9,660**



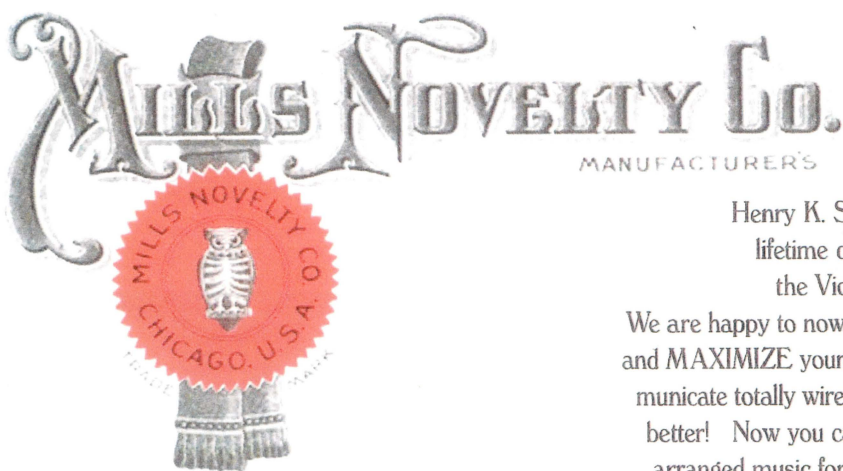
Shock  
Machine  
**SOLD \$17,250**



Wurlitzer 1080  
Jukebox  
**SOLD \$10,350**

Contact Andrew Truman Email: [atruman@jamesdjulia.com](mailto:atruman@jamesdjulia.com) or contact Jay Lowe, Mike Caffarella, Rick Saxman, or Dorothy McGonagle, James D. Julia, Inc., 203 Route 201, Fairfield, ME 04937 Web: [www.juliaauctions.com](http://www.juliaauctions.com)  
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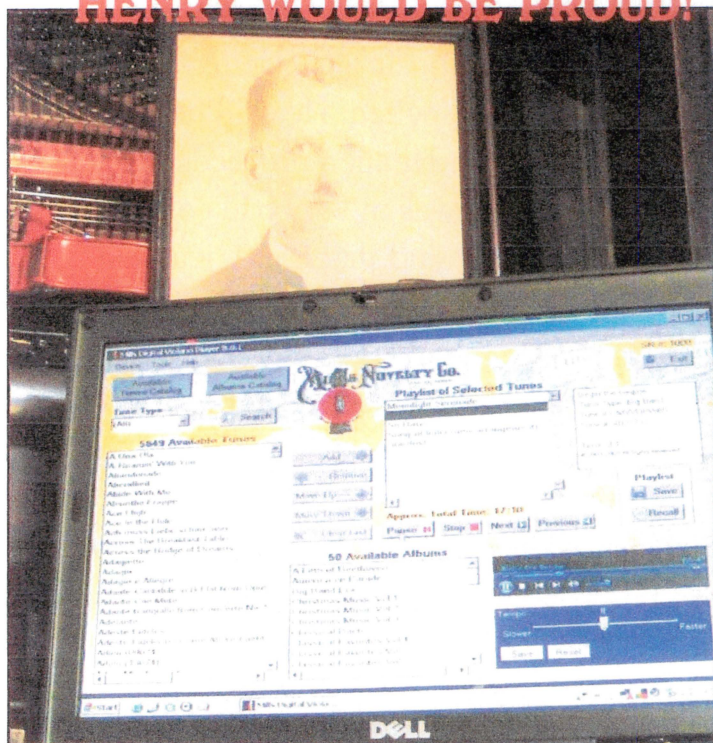
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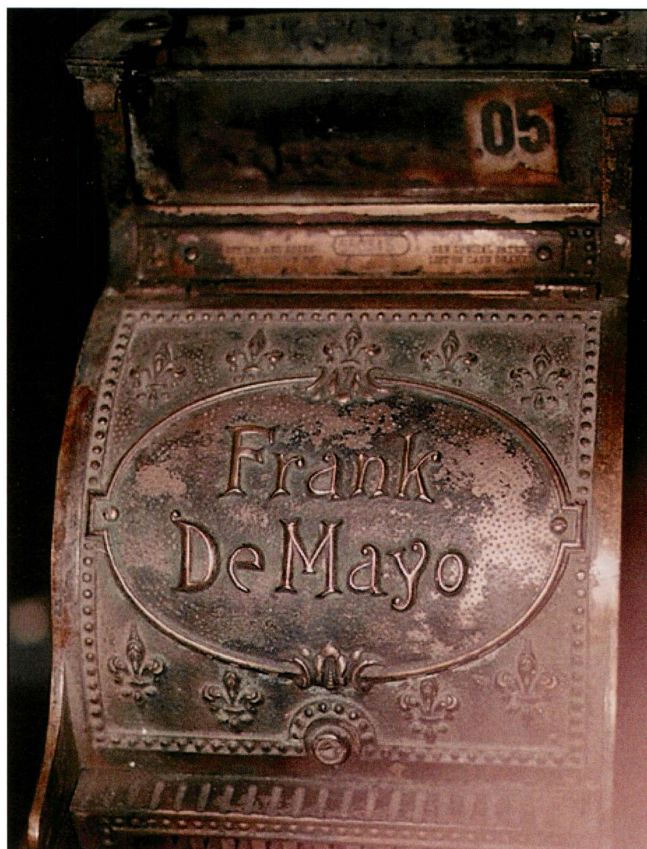


# CAN YOU BELIEVE THIS?

by Frank DeMayo

My name is Frank DeMayo and I collect turn of the century cast iron coin operated devices. I advertise in different magazines; and one day I got a call from a gentleman in Iowa. He said that he saw my ad and the name Frank DeMayo rang a bell. He then remembered that he had a National Cash Register dated 1903 with, "Get This", my name on it and spelled exactly the way my name is spelled. He said he would sell it to me for \$500. He then proceeded to tell me that the machine was in very bad condition. After hearing this I said that \$500. was too much and who would be interested in buying it other than me. Well, he said take it or leave it, and you can make a good guess on what I had to do. Yes, I bought It! I took the machine to Sam Robbins to restore. When he was about 3/4 of the way finished, Sam sadly passed away and his brother Ken finished the restoration. This Cash Register is the result of both of their expertise.

*"You just never know what's out there!"*







# C.O.C.A. and The Chicagoland Show Support Cancer Research

*by Ginny Freund*



At the November 2008 Chicagoland Show we had an opportunity to see another side of the C.O.C.A. member. I am sure with the economic situation being what it is and the political elections going on, many of us came to the show wondering if the dealers would be there, if the buyers would be there, and just what could we expect this year.

Well, they were all there and then some. With the cooperation of the show promoters and the C.O.C.A. organization, a raffle was held to benefit cancer research. A gambler motif queen size quilt, designer throw pillows and a gambler motif floor pillow were the prizes. Tickets were sold at the show as well as at the C.O.C.A. meeting. At 1:00 pm on Sunday the winning tickets were drawn. The quilt went to Brett Bihner of Houston Texas, the designer pillows to Don Mangles of Tulsa OK., and the floor pillow to Wayne Grossich of McHenry IL.

A check in the amount of \$585.00 was sent to Cancer research at Mayo Clinic in Rochester MN.

While only three people received prizes I hope all of those that took part by taking the time to purchase a ticket or offer a few words of encouragement for those working the raffle realize that they too are a winner. They came through for the project and their help and dollars are now in the hands of those that can make a difference.

Thanks to C.O.C.A., the show promoters, the dealers and buyers, and all that did their part.



# CHICAGOLAND<sup>TM</sup>

ANTIQUE ADVERTISING, SLOT MACHINE & JUKEBOX

## SHOW

STEREO Saturday, April 4, 2009 HITS

9:30 a.m. to 5:00 p.m.

Admission: \$7.00

STEREO Sunday, April 5, 2009 HITS

9:30 a.m. to 3:00 p.m.

Admission: \$7.00

STEREO Friday, April 3, 2009 HITS

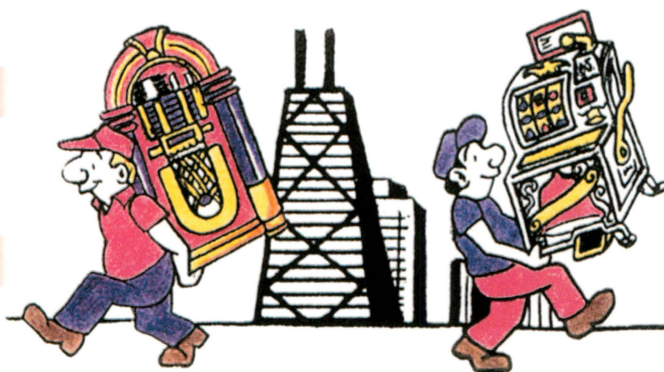
7:00 a.m. to 5:00 p.m.

Dealer Preview: \$50.00

(Good for all 3 days)



No Strollers Please!



### WORLD FAMOUS!

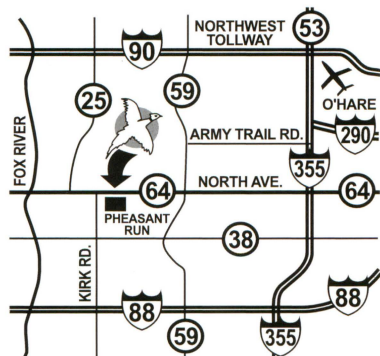
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Circus & Carnival Items  
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# 2009 Coin-Op Calendar

March 6-8	Victorian Casino Antiques Auction, Las Vegas
March 21-22	Rich Penn Auction, Stone Mountain, Georgia
April 3	COCA Dinner/Meeting and Trip to Jaspers, St. Charles, IL.
April 3-5	Chicagoland Show
June 6	Local gathering Fox Point Wisconsin. RSVP David and Marsha Blau, Foxsnake@aol.com
July 12	Local gathering Westlake Ohio RSVP Mike and Marion Gorski, 440-871-6071
July 17-19	National Convention, San Francisco, CA. RSVP Bill Howard 330-376-3607; (day) 330-864-0844 (eve)
Summer or Early Fall	North Carolina Local Gathering (details to be announced) 919-304-4455
October 2-4	Showtime Auction, Ann Arbor MI. (date subject to change)
November 13	COCA Dinner/Meeting St Charles IL.
November 13-15	Chicagoland Show



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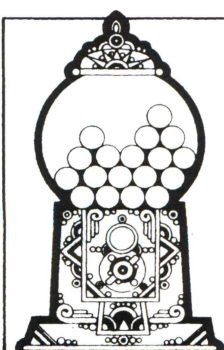
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*Chicagoland - circa 1970's*



Group of  
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Prophylactic  
Venders  
Found in the  
Late 1970's



Group of  
Over 100  
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Found in  
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the Late 1970's



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**DEALER - COLLECTOR - TRADER**



Coin-Op, Cast Iron, Table Model Grippers Unknown  
European Origin, circa 1890's (Project for 2009)



Detroit Medical Battery One Cent  
Electricity Machines, circa 1901 (Project for 2009)



Rare, circa 1903  
Watling "The Clover"  
Three Can Play at Same Time



1906 "Roovers" Electricity  
Made in Brooklyn, NY

2 Mills Novelty  
5 cent  
Ticket Dispensing  
Poker Machines,  
circa 1906  
(Project for 2009)



French One Wheel  
Token Pay-Out  
Musical Gambling  
Machine, circa 1906  
(early side handle)



# Semi-Annual Chicagoland Antique Advertising, Slot Machine and Juke Box Show

## Draws Crowds of Buyers and Browsers to Pheasant Run Resort in November

*by Jack Kelly*

Dealers setting up at the semi-annual Chicagoland Antique Advertising, Slot Machine and Juke Box Show Nov. 14-16 traded comments on the national economy – with varied predictions on how it would affect the big-ticket buying event.

When all was said and done, it was the usual mixed bag of “worst show I’ve ever had” to “best show I’ve ever had,” with many falling between those benchmarks.

Early buyers swarmed into the parking lot about 4 a.m. on Friday, creating a buying frenzy that one dealer described as an “avalanche of cash” and continued inside starting at 7 a.m. where entrants forked over \$50 a head for admission.

The twice-yearly event was held at Pheasant Run Resort, St. Charles, Ill., 35 miles west of Chicago, and offered general admission on Saturday and Sunday for \$7 each.



*The show promoters took a moment to check over a booth filled with Coca-Cola memorabilia presented by Russ Newman, Elgin, Ill. The “soda fountain line-up” includes Kevin and Dawn Greco, Newman, Penny and Bob Traynoff and making a soda fountain salute are Nicholas Greco, age 8 and Samuel Traynoff, age 11.*

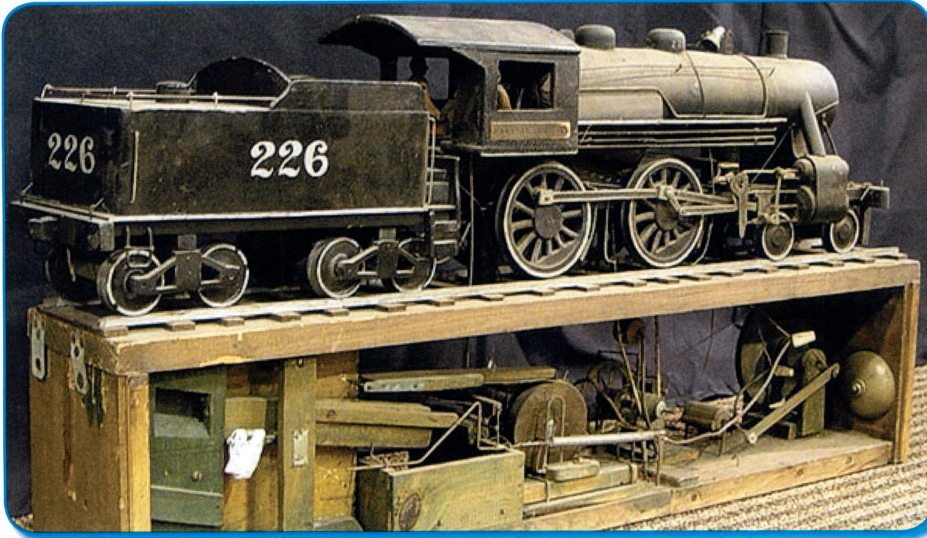
*Jim Pellegrini (top) and Keith Stelter of Niles, Mich., offered a 1954 Chicago Coin baseball 6-player theme arcade game priced at \$2,500.*





Bundled in the show parking lot with coats and gloves, Keith Stelter and Jim Pellegrini traveled to the show from Niles, Mich., with a truckload of goodies and arcade games including a 1954 Chicago Coin Home Run Baseball game. Stelter said the game was “a rare six-player machine and a real bargain at \$2,500.”

The pair said another partner sold a varied lot of gumball and peanut machines during the first couple hours and called parking lot foot traffic “very good.”



Later, as dealers filed inside on Friday, 28-year show veteran John Papa of Mayfield, N.Y., said “it’s a little bit tight, collectors are a bit more cautious” but added he was showing his usual desirable big-ticket items. Among them was a completely restored 1947 Filben Maestro 30-selection 78 rpm record jukebox with “design reminiscent of a lighted locomotive” that could play tunes at your place for \$8,500. And an actual 27-inch-long coin operated counter-top locomotive with “double clock-

work mechanism and two automaton-type workers in the cab.” Papa said the “Smith train was one of three known and priced at \$50,000.”

“We always do well here but this is the best we’ve ever done” said Todd Perkins, St. Joseph Avenue Antiques, St. Joseph, Mo. As of Saturday afternoon he said he had sold “four pop machines, five juke boxes and six different wall speakers.” Many folks stopped to admire and play several juke at the booth, including an all original 1926 model 1426 Rockola, \$4,800, an all original 1938 Wurlitzer Model 61 countertop juke for \$5,000 and a 1949 Rockola Model 1428 priced \$4,500.

Still another dealer, that did not want to be named, said he had sold less than \$50 worth of merchandise during the same time.

“I set up here to promote my restoration services” said Bob Peltz of Big Boy Toys, Indianapolis, Ind. His business card reads: “Show quality restoration of pre-1975 jukeboxes, pinball and arcade games, soda machines and other game room collectables.” Peltz displayed a completely restored Gottlieb Bank-a-Ball Pinball machine and several soda pop machines with “before and after” photos, adding, “I’ve handed out lots of business cards and made a couple on-site sales too.”

Totally restored light-up Jennings slot machines filled the booth of Fred Abel, The Bent Coin, Las Vegas, Nev. Catching many an eye was a 1950s Sun Chief, \$2,850; a 1950s Stardust, \$2,600; a 1950s Nevada Club, \$4,600; and a 1950s Standard Chief for \$2,200. When one shopper asked if his Las Vegas location yielded “finds” from the old casinos, Abel smiled and said, “No those old machines were gone a long time ago.”







“What a pretty lineup” gushed on shopper, pointing to three matching Mills “Sweetheart” slots offered by Bob Delong of Johnsonburg, Pa. The junior size gambling machines, with shiny chrome hearts on the front in 1-cent, 10-cent and 5-cent models could grace your rec. room for \$3,500 each.

Folks with a taste for historic early slot machines hovered around the booth of Alan Sax, Long Grove, Ill. The dealer showed off a floor model 1906 Mills 20th Century quarter play upright slot with built in music

box offering eight different tunes, along with a chance to win cash. The dealer said it featured a “rare mahogany case” and could play – and pay if you laid down the asking price of \$42,000.

Another early machine, an 18-inch-tall quarter sawoak countertop Mills Jockey, circa 1900s, was brought to Pheasant Run by David and Crystal Quattrocchi from nearby Aurora, Ill. The quarter play coin op machine was restored “by working on and off over a year” and was priced

at \$11,000. The couple also offered a World War II era 17-inch-tall “Bomb Hit” penny drop machine with an



original wartime airplane illustration on the play field for \$1,500.

“Mechanical coin operated countertop gun games are my niche” said Roger Hilden, Crow River Trading Co., who traveled more than 8 hours from Minneapolis, bringing along a gang of family and friends. His booth was filled with games –

plus at one time – his wife, two sons, their wives, one daughter plus her boyfriend and a small fry, his 2-year-old grandson, Asher. “We’re a coin op family,” quipped Hilden, who said, “the kids had a blast, and it might be the last time we assemble the crew (family) at the show.” Both family and friends, wearing official Crow River Trading Co., shirts, tried out gun games at his booth including two Big Game Hunter ABT models, circa 1920-30s priced at \$1,600 and \$1,900 each.





“I came with a couple other guys and we’ve had a ball buying at the show,” said Jim Williams of Fort Wayne, Ind. What was his favorite purchase? “A cast iron early William Michael six-gumballs-for-3-cents machine that I probably paid too much for, but I really like it” he said, adding that a buddy picked up a “real good deal on an all original wood case early 1900s Zeno gum machine for just \$500.”

Not all dealers and buyers concentrated on just coin operated machines.

Carol Estes, who owns and operates Antique Junction Antique Mall in LaPorte, Ind., said, “it was a full two days of power-shopping but I’m very happy with the vintage advertising art I found,” adding, “I spent more than I anticipated but couldn’t pass up the good deals and I spent two wonderful days with my sweetie.”

Griff Winters and wife Donna traveled from Grayslake, Ill., and checked out “lots of fun stuff” at the show, but had their target set on pre-prohibition brewery items.

Bill Howard of Akron, Ohio, showed off an unusual highly detailed 12-inch-tall cast metal World War I fighter pilot holding an airplane propeller. The pilot’s head flipped over – to reveal a cigarette lighter! “He’s not Lindberg, but from the same era,” said Howard. At the same spot, a cast spelter, bronze wash 8-inch-tall advertising figure of the famous cartoon character “The Yellow Kid” was shown “with a value of \$2,000.”

Howard said he had been coming to Chicagoland “for about 15 years” adding “it’s lots of fun.”



*The spring show will once again be held April 3, 4 and 5 at Pheasant Run Resort, St. Charles, Ill. Dealers can get information from co-promoter Bob Traynoff at 1-847-244-9263. Show information is available from Kevin Greco at 1-815-353-1593, or [www.chicagolandshow.com](http://www.chicagolandshow.com).*

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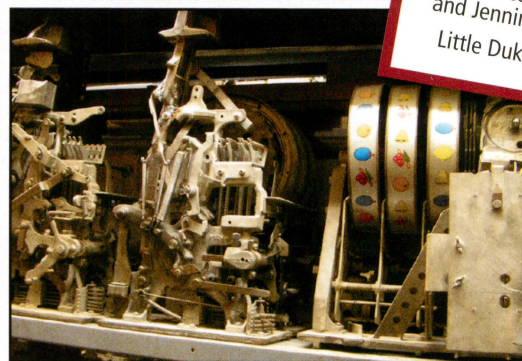
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# TRADE STIMULATOR FINDS

by John Carini

While I love vending machines, I also collect trade stimulators. The market always seems to be hot for them. Just after the Fall '08 Chicagoland show, I was able to purchase two. Hol-E-Smokes and Tavern Trade Stimulator.

At an auction in November, I picked up the Hol-E-Smokes for \$50. The machine was clean, with lock and key, and in good original, working condition. There were quite a few people bidding on the machine, and I was happy to be the high bidder. I've noticed before when I bid on trade stimulators, the auctioneers often call them small slot machines. That always seems to drive the price up. Even when I tell the auctioneer it isn't a slot machine, they still insist on using "slot machine" to describe it.

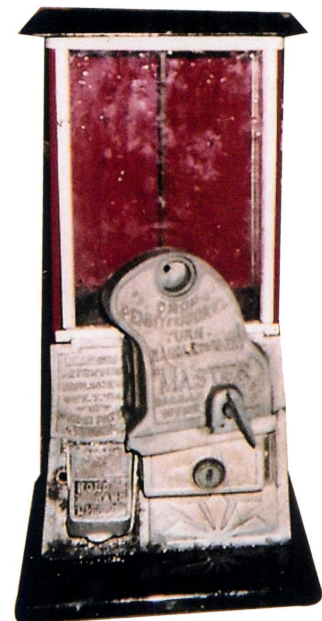
The Tavern trade was a little harder to get. I saw the machine in the Appleton, WI area, at an antique shop, priced at \$995./firm. That was back in April. I contacted the antique dealer at the time, and he told me he had paid \$600 for it, and really needed to get more. Thinking that was pretty high, I declined, but told him if it didn't sell to contact me down the road. Well, I got a call in November, and he asked me if I was interested in trading for it. I met him on a Saturday, bringing up three of my machines - a Columbus

A, Premier Card Vendor, and a common Marvel trade stimulator. He took all three machines, trading me the Tavern machine plus giving me \$175. cash. Satisfied with my trade, I left, but did a little shopping on my way home, I stopped at an antique mall in Oshkosh, WI and found a Marvel Trade stimulator, a Silver King gumball machine and a Mills High-Top 25-cent slot machine. But all were overpriced.

Lately, it seems that prices at auctions are just a little bit lower. I think the economy may be affecting auctions too. I was able to purchase a 1-cent/5-cent Gooseneck Master machine at an auction in October for just under \$200. The machine was filled with peanuts, and the top lock had been drilled out. When I opened the coin door lock on the bottom, there was over \$.50 in pennies and nickels, all dated pre-1960. Some of the nickels were silver. Because the machine was filled with peanuts, it was frozen solid. I soaked it in Dawn dish washing liquid and water for almost two weeks, to loosen up the peanuts, before I was able to free the mechanism.

Autumn of '08 was probably the best hunting I've had in the past seven years. I picked up a collection of over 20 machines, including an Honest Clerk cigar machine (Mansfield), but more on that later....

*HOL-E-SMOKES AND TAVERN  
TRADE STIMULATORS*



*GOOSENECK MASTER  
PEANUT MACHINE*



# U.S. S.S. Co. c.1900

## United States Standard Scale Co.

*by Jim & Merlyn Collings*

This is a very rare Patriotic Cast Iron Scale which was probably vended and leased around the time of the Spanish-American War of 1898. Only two of these scales have shown up (photo 1).

The scale was patented in 1897 and is decorated with 7 ornamental eagles on the front and 3 eagles on the back. The eagles are located on the marquee, face, neck, and column. Three of the ten eagles are located on the back side of the column. There are also two wreaths on the front column and two wreaths on the back column. These cast iron symbols reflect the patriotic spirit at the turn of the century (photo 2).

In the middle of the column are the words:

PROPERTY OF which appear above the eagle. Directly below the eagle it says: U.S. S. SCALE CO./BOSTON MASS. U.S.A./NOT TO BE SOLD (photo 3).

This 67" scale is repainted black with gold highlights. The original scale was silver in color. The scale is made of cast iron with the exception of the plain sheet metal sides (photo 4). The black and gold paint combination provide a stunning contrast.

Below the decorative wreath at the bottom of the column is the cash box. Below the cash box it reads: TRUE WEIGHT. On the foot plate in the outer circle the embossed letters read: U.S. STANDARD SCALE CO. BOSTON. On the inner circle the embossed letters read: PATENTED DEC. 21, 1897/ALL RIGHTS PROTECTED (photo 5).



Photo 1

As mentioned earlier, an eagle is perched on the top of the marquee. Also embossed on the cast iron marquee are the words: TRUE WEIGHT/ONE CENT. The coin drop is located next to the marquee on the right side (photo 6).

The face of the scale has a paper dial. The center part of the dial is made of CAST IRON with an embossed eagle! Also embossed on the cast iron center dial are the words: DROP IN CENT, NICKEL OR DIME/ WHILE STANDING ON PLATFORM. Even though the marquee indicates ONE CENT, the vendor was hoping for a nickel or dime instead. We're wondering if the manufacturer or leasee were responsible for this idea.

Also embossed on the cast iron center dial are the words: NOT TO BE SOLD/LI-CENSED BY THE U.S. S.S. CO. Printed on the paper portion of the dial is another eagle and the words: AM. AUTOMATIC MACHINE CO./BOSTON in all probability the AM. AUTOMATIC MACHINE CO. vended or leased this scale from the U.S. STANDARD SCALE CO.

Directly below the scale head, on the neck, is yet another embossed eagle with the letters: U.S. S.S. CO. and the words: TRUE WEIGHT (photo 7).

We gratefully thank our friends and fellow scale collector Jeff Storck for sharing his wonderful TRUE WEIGHT scale with us and you, the reader.

**HAPPY SCALE COLLECTING!**





Photo 2



Photo 3

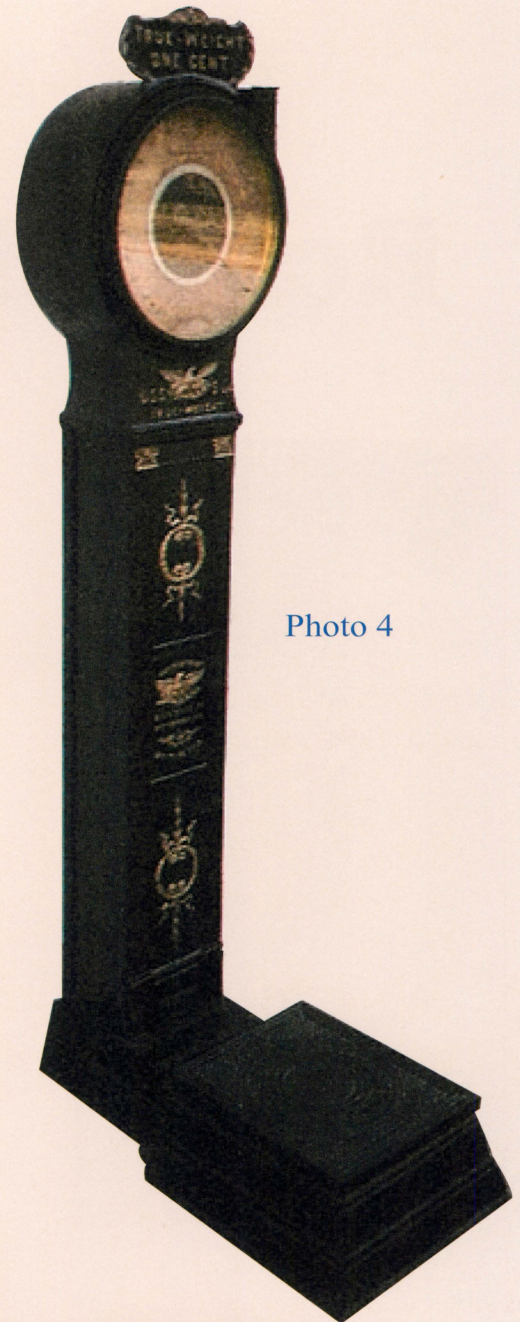


Photo 4



Photo 5



Photo 6

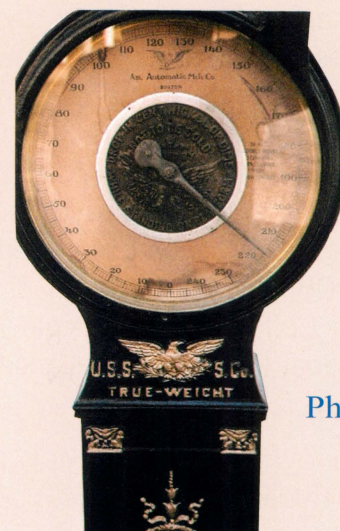


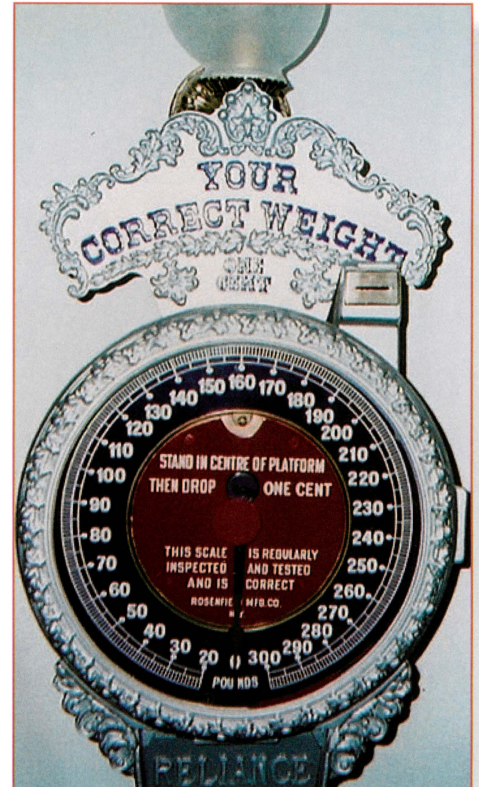
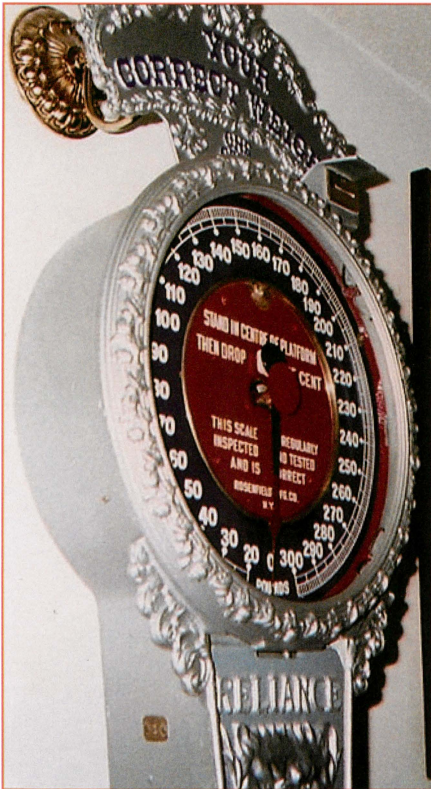
Photo 7



# - Auction Find -

## Rosenfield Reliance

Submitted by Michael and Elaine Clark



This very rare and exquisitely decorated cast iron scale was manufactured at the turn of the century by the Rosenfield Manufacturing Company. We were lucky enough to acquire it at the Victorian Casino Antique Auction in Las Vegas in September 2008. Originally from the Red Meade Collection, this scale has the only known original Rosenfield Reliance Marquee to have survived. Restored and painted to its original color, only a few of three magnificent scales are known to exist today. The brass tag found on the neck of the scale has the serial number 2. The scale is 66" tall and the footplate measures 14"x11" and reads "Rosenfield Mfg. Co., New York." It currently resides in our Desert Moon Antique Asylum in El Paso, Texas.

This is the last fabulous find I have. If I do not receive anymore by 5/1/09, this page will be officially over. The success of this magazine is part due to the participation of its readers. I know there are many great finds but very few are taking time in sharing them with other collectors. It's up to you!



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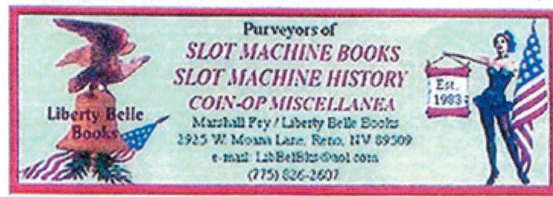
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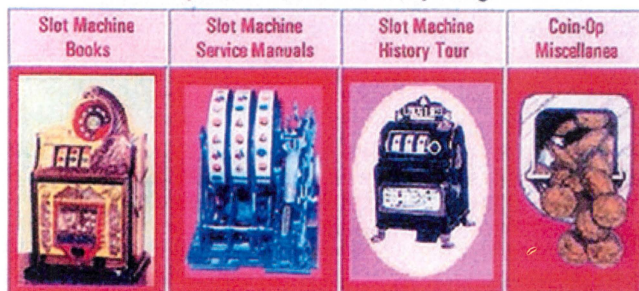
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# THE CAILLE BASEBALL

by Johnny Duckworth

The Caille Baseball machine could be considered the “Mona Lisa” of all the baseball machines, and it is highly sought after by collectors today. This ornate cast iron machine landed on the end of the bar in 1910 and was ready to swallow up some hard earned money. Baseball was the most popular game of the day and many companies would use this game to promote anything which could make them a little more money. For example; tobacco companies even jumped into the game and put small baseball cards in their tobacco to get the edge. One of those tobacco cards, the 1909 Honus Wagner, sold in 2007 for an astounding \$2.35 million.

The Caille Baseball is the spitting image of the earlier Caille Tiger with just a few cosmetic changes. Caille used the same castings which they had used on the Tiger machine, but changed the name on the front casting from “Tiger” to “Play Ball”. Some of the early baseball machines will still have the “Tiger” name present and the marquee is cut out in the rear. If you take the baseball casting off the front you will still find the tigers head hiding behind it on all the baseball models. They also updated the reel strip and instruction card to the baseball theme. Caille pictured the tigers head on the highest payout symbol “game won” and this was no surprise as their hometown team was the Detroit Tigers.



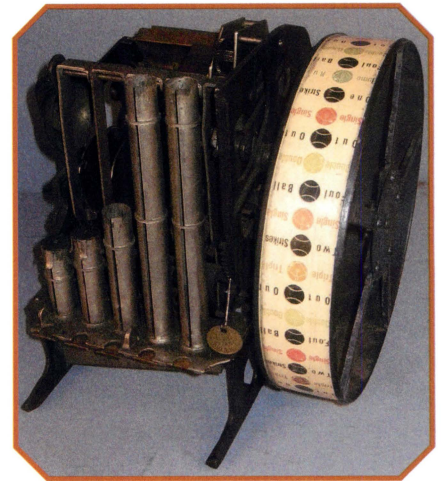
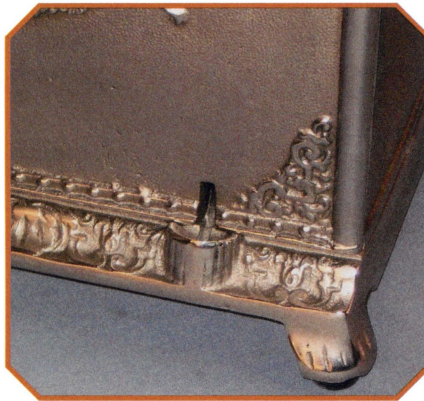
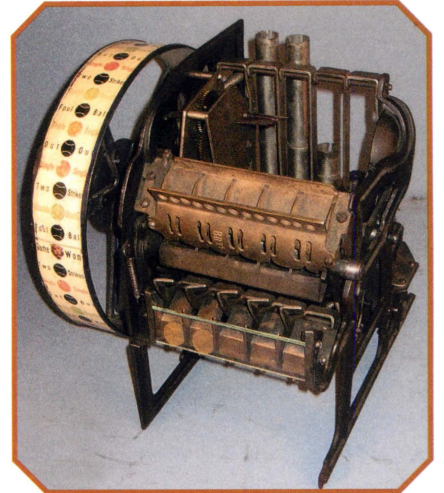
The machine has a 5 way coin entry which the operator can set up to play with pennies or nickels by only changing out the coin entry and instruction card. The payouts ranged from 5 cents for a “single” or “double”, 10 cents for a “triple”, 20 cents for a “home run”, and 30 cents for a “game won”. You wouldn’t want the reel to land on a “foul ball” or “out” as they were instant losers. The payouts came on the right side of the machine with a token rolling out of a slot and with the ring of a bell inside. The tokens were identified by the amount won, and

they were made with materials such as brass, copper, and aluminum.

The machines would later be picked up and revamped by The Silver King Novelty Company of Indianapolis and The Industry Novelty Company of Chicago. They were both known to recast their name in the front baseball and promote the machine as if it was their own. We have all heard of the O. D. Jennings Company and Ode D. Jennings was the president of The Industry Novelty Company. He would later change the name to the O. D. Jennings & Company in 1920 which we know so well.

All of these early cast iron machines are very special with collectors today. We can only imagine where the machines would have been located and the patrons who played them.







## - CLASSIFIED ADS -

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FOR SALE: Replacement back doors for Yellow Zeno machines. Pulver doors, sold out. and Zeno \$100. Very limited. Free shipping in U.S.

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PAYING TOP DOLLAR for Counter Top Cigar Cutters. Only interested in cutters that advertise cigars, both single and double cut, with or without lamps.

Contact: Paul Hindin, (414) 559-9681 or  
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FOR SALE: 10" 78 RPM Original Pressings: Elvis on Sun Label, Roy Orbison, The Crickets, and Buddy Holly on Coral Label. Five original Wurlitzer Sales Brochures including rare new for '42 Sales Brochure.  
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WANTED: Set of four 8" wooden wall plaques of the registered trademarks of Caille, Jennings, Mills and Watling. Dick Bueschel's Illustrated Price guide to the 100 Most Collectible Slot Machines, Volume 2 and the Illustrated Price Guide to the 100 Most Collectible Trade Stimulators, Volume 1, Wurlitzer 950 Front Coin Grinder cover...  
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## DEADLINE FOR NEXT ISSUE: MAY 8, 2009



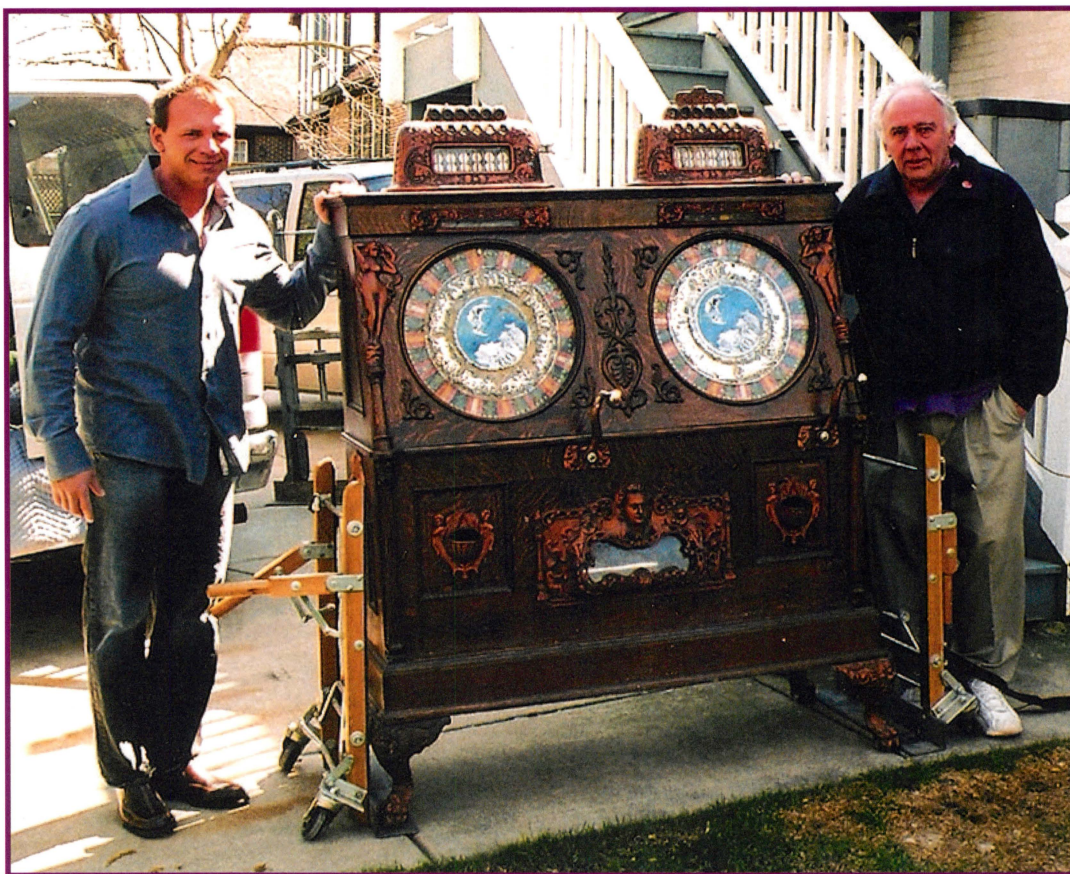


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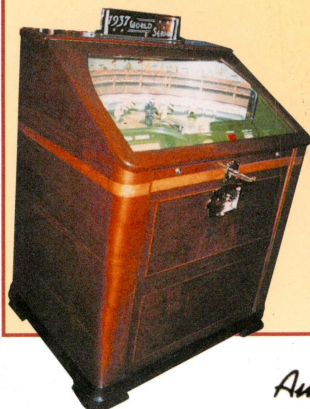
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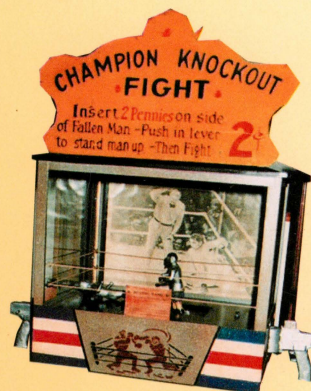
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